

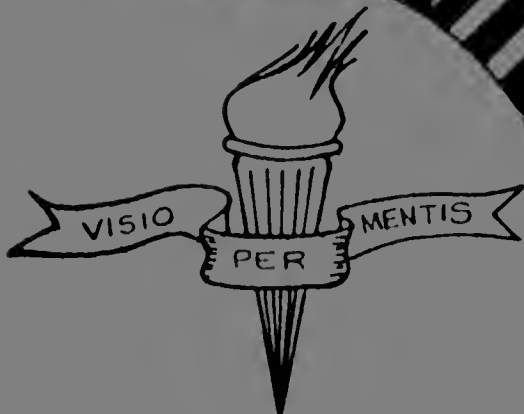
THE

NOVEMBER - DECEMBER, 1956

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PUBLISHED BY THE STUDENTS OF THE MASSACHUSETTS COLLEGE OF OPTOMETRY



# THE SCOPE



VOLUME XXVIII

NUMBER 2

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# The Northeast Optometric Congress

by HOWARD M. COLEMAN

On October 14-16th, at the Hotel Kenmore, the Northeast Optometric Congress was held for Optometric Extension Program members from New England, New York, and Eastern Canada. The senior class of the Massachusetts College of Optometry was invited to attend, and this paper will attempt to give to the reader the impressions of one of these students.

Perhaps it might be well to define O.E.P. To quote Dr. Gorge Crow, "OEP is an organization devoted to the interchange of information to the men already in practice." In other words, it is a post-graduate program of optometric education. Membership is voluntary, but it might be noted that approximately one out of every four practicing optometrists is a member of OEP. In return for the monthly dues one receives the monthly study texts, diagrammatic charts, Clinical Associate Certificates, etc. At various times of the year, regional congresses are held, and the N.E. Congress is an example of this.

The speakers at the Congress included some of the most well-known names in Optometry. It was quite an experience to hear Dr. Skeffington, Dr. Frantz, Dr. Barstow, and Dr. Wiener. For the first time, I knew that these were not just printed names in a journal, but rather were warm, human individuals who were doing everything they could to try and raise Optometry to higher standards. At this point the author would like to clarify one point. It is not necessary to accept without question all of the OEP teachings. The fact that is important is that this is one of the few dynamic optometric education programs in the country today on the post-graduate level. OEP methods can be criticized, and I believe justifiably in some instances, but what they are trying to accomplish as a overall goal can only be commended. Some educators will say that OEP is usurping a function that rightfully belongs to the colleges of Optometry, but unfortunately, the colleges possess no funds at the present time to attempt so broad a program. From a student's viewpoint, which is quite limited, the Northeast Optometric Congress

showed that there is at least one organization that is doing something, and has done something to raise Optometry from the jewelry store "spec peddler" situation to the present standards of operation. For this I feel some measure of thanks should be expressed.

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## PENNSYLVANIA OPTOMETRIC ASSOCIATION

The Pennsylvania Optometric Association has agreed to make available to optometrists and their educator friends all over the United States a special edition of the *Pennsylvania Optometrist* on School Vision Screening, developed for and distributed at the very recent School Vision Conference at Temple University.

Conference registrants applauded the special fourteen page reprint that included pictures and stories on all available school vision screening procedures. The issue covers the Snellen Chart, two page spread on Instrumentation, the Massachusetts Vision Test, the Winter Haven Project, the Euclid Plan, the Eames Test Program, the use of a Vision Consultant, etc.

Prepared for a ready reference, the issue is being distributed by the Vision Conservation Institute to every School System in Pennsylvania as a public service venture. It is as ideal for the optometrist as it is school administrator.

Individual copies are available at the cost of \$1.00 from the Pennsylvania Optometric Association, 1312 Seventh Avenue, Beaver Falls, Pa. An additional fifty cents brings the special School Vision Issue reprint that points out the need of school eye test programs. Supplies of the reprints are limited; bulk order prices available upon request.

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Sign in a New Orleans optometrist's window: "Eyes Examined While You Wait."

# THE SCOPE

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## NEW AOA ESTIMATE ON OPTOMETRIC INCOME

The American Optometric Association has estimated that the mean net income of optometrists in the United States is \$9,442 a year.

The estimate is derived from the 1951 AOA income survey and government figures on economic expansion since 1951. It was prepared for the U. S. Bureau of Labor Statistics which requested up-to-date statistics for vocational guidance publications soon to be issued.

In arriving at the new figure, J. Harold Bailey, Administrative Director, said that it was assumed that optometric incomes have kept pace with "gross national product," the sum of all goods and services. GNP has increased about 22 per cent since 1951. Raising the 1951 figure of \$7,740 from the AOA survey by 22 per cent gives \$9,442.

"Fees for 'eye care and glasses' have not increased as much as the general price level,"

Mr. Bailey said. "However, population has increased, especially among older age groups needing optometric service, and awareness of vision has grown. The indications then are that more patients are seeking more care from about the same number of optometrists as in 1951, and the \$9,442 figure is conservative."

Mr. Bailey also pointed out that the optometrist who establishes his own private practice will be 50 per cent ahead of the employed optometrist after ten years of practice.

"The price of quick income as an employee is high," Mr. Bailey said. "In the long run private practice is far more remunerative, and the best time to start is when one is still young."

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## STUDENT COUNCIL ELECTIONS

At a recent student council meeting the following men were elected to office: John F. McCauley—President, Tom Lane—Vice President, Sumner Kagan—Secretary, and Jack Fruchtman—Treasurer.

The Student Council, which represents the student body of the college and is financed by the Student Activity Fund, is responsible for conducting and financing all student functions. Included among these are "The Scope", the basketball team, "The Eyeball" (annual college dance), and student loans.

The members of the council are: Jack Fruchtman, Thomas W. Lane, Angelos Afentakis, John F. McCauley, Sumner Kagan, Philip Hughes, Forrest Seavey, Howard Klapper, Clark Elkins, J. Roger Theriault, Frank S. Rizzo, and Joseph Comalli.

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## NAMIAS NAMED EXAMINER

Dr. Foster Namias, head of the Ophthalmic Optics Department at the College, has recently been selected as a member of the National Board of Examiners in Optometry.

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## WATCH FOR THE EYEBALL—February

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Maternity dress — space suit.

\* \* \* \*

Arrow-shirt ad, "Give your beau an Arrow"

# What A Professional Approach to Styling In Eyewear Means to Optometry

by MARGARET S. DAWALIBY, O.D.

El Segundo, California

[Reprinted from THE OPTOMETRIC WEEKLY]

With the advent and acceptance of fashion in eyewear by both optometry and its patients, problems have arisen that must be faced and solved. Which colors should be recommended to the patient, which lens shape, which bridge style, which trim? Should the frame be tailored or jeweled?

These and many more questions arise. There have to be answers and there are. Optometrists must know the answers or the profession will lose its patients to those "pushing" fancy frames and wardrobes of glasses to the public. It must be realized, however, that if the public did not want attractive glasses, then all the publicity in the world would not influence it.

The public is now convinced that attractiveness in glasses is a necessity. They are searching for leaders in styling of eyewear as they have, in the past, looked for leaders in styling of hair, clothes, makeup, jewelry and other accessories. The authorities must be found in the profession of optometry. Ophthalmic dispensing is rightly a very important part of the optometric profession. It is up to the optometrist to make optometry synonymous with styling of eyewear. Failure to do so will result in loss of patients who are demanding beauty in glasses.

To better enable the optometrist to assume leadership and to speak with authority on style in eyewear, the Optometric Extension Program is presenting a new series of papers, during 1956-1957, that deal with the subject. Included will be information about the current frames available and their place in the optometric practice. Specific techniques in the styling of eyewear applicable to patients will be discussed.

The introduction of fashion in eyewear to the optometric profession has brought one great advantage. In the past, patients have shunned help for fear glasses would detract

from their appearance. How fruitless it is to attempt to tell a patient that wrinkles will form if they squint to see without their proper correction. The wrinkles are preferred to the glasses. Today, the problem is less acute for patient realize that eyewear can be attractive.

Through the media of magazine articles, newspaper stories and advertising of frame manufacturers, fashion in eyewear has already been accepted by the public.

Every leading women's magazine ranging from "Harper's Bazaar" to the small giveaway magazine at the local grocery store, have featured articles on the importance of attractive eyewear. Even "Esquire," the magazine for men, has informed male patients that they can look distinguished in glasses. In the past few years, high fashion models, both male and female, who advertise other products, are pictured wearing glasses because glasses added to the attractiveness of the model.

The beauty editors of all leading newspapers have featured stories on glasses as a fashion accessory and an aid to beauty.

The leading frame manufacturers have advertised directly to the public in such popular magazines as "Life" and "Vogue." They have also used the medium of television. Short films and film strips, promoting the idea of glamour in glasses, have been presented. These have been so popular that fashion shows in eyewear have already been seen in newsreels by motion picture audiences.

This is what optometric patients are reading and viewing. When they walk into the optometric office, styling in eyewear has already been accepted as a logical approach to a problem they have faced for many years. Knowing that glasses cover one-third of their face, they realize that unattractive eyewear can make or break their appearance. Through all the publicity given to this subject, they know there is no such thing as an inconspicuous pair of glass-

es. Therefore, the problem must be solved, NOT by the use of frames that cannot be noticed, but by frames that bring out the best features in the face.

Authors of recent books on beauty have included a chapter on eyewear. Probably the most popular of these is the "Westmore Beauty Book" written by the five Westmore brothers. It includes a chapter containing eleven pages entitled—"Eyeglasses—The Added Decoration Can Frame Your Face With Beauty." You can be sure that any woman who wears glasses and comes upon this book will read and reread the chapter. When she goes into an office to have her eyes examined, she will not consider the professional services complete merely with advice regarding her vision. She will expect help in selecting a frame that is cosmetically correct for her individually.

All human beings want to look their very best. Patients for whom spectacles are prescribed realize that until just recently they did not particularly add to their appearance. But now they have grasped the idea that styling of eyewear is the solution to their problem. Since all this publicity about glasses directly affects them, they have become keenly interested. Because interest helps to retain facts, ideas regarding the type of frame or frames they should be wearing have already been formulated when they come to the optometrist's office.

However, patients expect their optometrists to be the expert. They will always ask advice regarding the frame (or frames) that look best on them. The practitioner must know all the answers.

The patient's features must be analyzed. Does she have a square face that requires a rounded lens shape, or is it an oval face that can wear any shape? Does she have a long nose that requires a modified saddle bridge, or a pug nose which would be brought in better proportion to the face with a high keynote bridge? The ability to analyze features is not difficult as one may think. The OEP series is designed to make the optometrist who studies it carefully an expert in this field.

This styling program is just beginning and optometrists must acquaint themselves with it. There are many books and articles published daily, weekly and monthly on a wide variety

of hair styles, make-up, diets and other ways to become more attractive. Women, especially, NEVER tire of hearing about ways to become more attractive. If glasses are accepted as an aid to beauty, frame manufacturers will certainly not let the subject drop. Their advertising program is just beginning. Newspapers and magazines are always ready to publish articles that will be of help to their advertisers. Therefore, it is only logical to conclude that more and more features on styling of eyewear will be forthcoming.

Certain figures look best in straight skirts, others in full skirts. Also, some women wear long sleeves more attractively than short sleeves. Some look better in simple jewelry, while others look best in ornate jewelry. Some women can wear their hair in many different styles, while others are attractive only in one basic style—regardless of the latest fad. The same applies to glasses. Some types of faces can wear several styles—while others can only wear one basic style regardless of the fashion.

At this point, the optometrist may start to wonder—how can he keep his professional standing when he starts discussing cosmetic problems with his patients? Will he lose some of the prestige he has worked so hard to attain?

It must be remembered that other professions, too, face these same problems. Cosmetic dentistry is an important phase of any dental practice. The dentist must discuss these cosmetic problems with his patients. He loses none of his prestige for they know that he wants to help them look their very best.

Medicine, too, is confronted with this problem. When surgery is performed that results in disfiguring of the patient, such as the amputation of a leg, medicine makes every effort on behalf of the patient to see that the member is replaced by as lifelike a prosthesis as possible.

The field of plastic surgery exists only because patients want to look their best. The surgeon himself must know how to reshape facial features to create an attractive face. He decides on the proper nose shape, jaw line and chin angle.

Before the optometrist says to himself, "I'm too busy to fool around with styling of eye-

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# Omega Epsilon Phi Ramblings

by THOMAS CALLAHAN

The rap of the gravel by President Paul Stein began another fraternity year, and perhaps it was the loudness of the rap which has caused a tremendous amount of interest and activity which has been a signal characteristic of all O E Phi brothers this year. Naturally, the biggest event in the early calendar was the smoker which was planned very well under the various committees. On October 24th, the weeks of planning culminated at the Brunswick Hotel in the annual smoker. After the president welcomed the new students, Dr. Otto Hochstadt spoke to the students outlining in brief the history, aims and future plans of the College. Dr. Hochstadt was introduced by Jack Fiorentino the Master of Ceremonies who did an excellent job for the second year running. A pause for a forty-five minute selection of sport films allowed refreshments to be served before the main entertainment feature was introduced.

Several versions of the previous theatrical appearances of an exotic dancer, the main feature of the night, were circulated at the Brunswick. But this reporter in conversing with the dancer, which was made very difficult since she spoke only Portuguese, found that she had just arrived in this country from a three week engagement in Havana, Cuba. Before that she appeared at some of the famous nite spots in Miami. Her performance was enjoyed by all and especially by the Sophomore Class, who had an anatomy practical the next morning, to whom it availed an opportunity to study the articulations in action.

The evening ended with the handshaking and comraderie that is the fraternal spirit. However, it was noticed that Maurice Edwards was having a very spirited conversation with Clark Elkind on the subject of "Skin Diving."

It is generally known that Clark began learning this sport last spring, but it wasn't disclosed until the night of the smoker that "Moe" was such an authority on "Skin Diving." Anyone needing any advice on that subject would be smart to get Maurice's views on such a timely subject.

Was that Al Foye at the head of the line waiting to get in Mike's in Malden on election evening? If it were, Iannuzzi and Callahan were right behind him being protected by the bouncer of that establishment, Bob Couch. No doubt they were all eager to drink to the results of the election. Or maybe just eager to drink!

The welcome mat is out for all new students to use our Fat Room. Make yourself at home, and get in practice for the coming Whist Tournament.

\* \* \* \*

In a psychiatrist's office, "Five couches—no waiting"

\* \* \* \*

"I insured my voice," said the famous singer, "for \$250,000."

"And what," asked his rival, "did you do with the money?"

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## STYLING [Cont.]

wear," he would do well to repeat Optometry's Pledge:

"Next to life itself, God's greatest gift to man is vision, and to the service of that vision, we optometrists sincerely and faithfully dedicate ourselves."

How could optometrists in the past have fooled themselves into thinking that they provided maximum visual comfort when so many patients' thoughts in the back of their minds have been: "I look better without my glasses. so I will wear them as seldom as possible?"

What possible good are glasses that are "worn in a purse" or "in a bureau drawer" at home? How could patients have had maximum visual efficiency when their glasses were worn only out of desperation?

The author is reminded of a cartoon she once saw that pictured a man, a woman and a dog seated on the living-room couch. The

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# BASKETBALL

The M.C.O. basketball team under the direction of Coach Mitchell Kuhn reported for its first practice on Wednesday, November 7. Although most of the starters on last year's squad and a promising group of freshmen and sophomore hopefuls were on hand, the loss of the all-time high-scoring M.C.O. hoop star Bob Brouillette via the graduation route is a bitter pill to swallow for Coach Kuhn. Brouillette had been the outstanding single factor in the dominance of M. C. O. teams, including one championship, in the Greater Boston Conference of Small Colleges for the past four years. Another obstacle to contend with is the continued improvement in the calibre of ball-playing among other teams in the conference due to the increased emphasis on basketball with the addition of new and more highly qualified coaching.

Looking at the brighter side of the picture, the turn-out of a large number of freshmen and sophomore candidates including some needed height was very encouraging. In a pre-season scrimmage against a greatly improved

Emerson College team on November 14 aggressiveness and rebounding were strengthened considerably due to these newer members of the squad.

In an earlier team meeting Phil Hughes and Sumner Kagan were elected co-captains by their team-mates. It was also announced that Jack Murphy would be the manager of the 1956-57 edition of the M.C.O. team.

Below is the tentative basketball schedule for the M.C.O. squad this season, including a game to be played in Boston Garden as a preliminary to a Boston Celtics professional contest.

## M. C. O. BASKETBALL SCHEDULE

\* denotes league games

Monday, Nov. 19

Bunkerhill Boys Club (at Charlestown)

\*Wednesday, Nov. 28

Chamberlayne Jr. College  
(at Boston Latin)

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Just as patient satisfaction depends on your professional skill, it depends in great part on the quality of the prescription materials and service you can call upon. For the finest, call upon the resources of American Optical. There's a fully-equipped A.O. R. Laboratory just a phone call away. Call your A.O. Manager today.

# American Optical



† T.M. REG. BY AMERICAN OPTICAL CO.

# HEARING AIDS

[Reprinted from CALIFORNIA OPTOMETRIST]

The advent of the hearing aid device incorporated into eyeglass frames has caused several problems of paramount importance. At the present time there seems to be considerable confusion concerning the professional responsibilities involved and patient-doctor relationship. This confusion is a result of the failure of the men in the field to read Resolution No. 4 of the AOA Congress held in Milwaukee last year and passed by the House of Delegates composed of representatives from all the affiliated state associations. A distinct policy is set forth by the resolution which should eliminate any question as to professional procedure, fee, or doctor-patient relationship. Resolution No. 4 follows:

Whereas, there has recently been developed hearing aid devices which are incorporated into eye glass frames; and

Whereas, this development involves all personnel in the eye care field; and

Whereas, the manner of supplying such devices may disturb the proper doctor-patient relationship; and

Whereas, it is in the best interest of the public that the doctor-patient relationship should not be disturbed; now therefore, be it

Resolved, that the American Optometric Association in convention does hereby reiterate its policy that optometrists shall not directly or indirectly sell any merchandise of any nature whatsoever; and it is further stated as policy, that (1) the optometrist shall render optometric service only, and shall not perform or offer to perform any service relating to hearing, nor shall he sell or deal in any hearing aid or service;

(2) that there be maintained at all times the normal doctor-patient relationship. If the patient has a vision consultant he shall be referred to his own consultant. If the patient has no vision consultant, he shall be privileged to select a practitioner of his choice;

(3) an optometrist shall not enter into any contractual relationship which by restrictive or exclusive term bars the patient from his freedom of choice of practitioner;

(4) for the optometric services rendered, the optometrist shall be entitled to receive the normal professional fee commensurate with the service;

(5) the optometrist shall not receive or accept any fee directly or indirectly from anyone other than his own patient for the services rendered; and, be it further

Resolved, that the American Optometric Association recommends that the manufacturers of these devices pursue a plan of distribution that will not prevent the patient from availing himself of the services of the practitioner of his choice or otherwise disturb the doctor-patient relationship.

To those who would look upon this new innovation in the hearing aid field as a means of increasing their income without thought or concern to the optometric future, a threat is posed. For a considerable time it has been the established policy on the national and state level that we do not sell materials which go into an ophthalmic prescription, but use them as therapeutic devices to carry out our professional findings. The hearingaids in the temples have nothing whatever to do with the ophthalmic prescription and if the device were given to the patient by the Optometrist it would constitute a sale. Neither may an Optometrist ethically enter into an agreement with a hearing aid agency to be the exclusive refractionist for the agency. To do so would be to destroy the very thing we try to protect—the right of the patient to the freedom of choice of practitioner. This right of the patient should be inviolate and a prime requisite for the granting of a franchise by the manufacturer to the hearing aid distributor if they wish to receive the complete cooperation of those in ophthalmic field.

The above statements must not convey the idea that we are to ignore the service necessary to the proper performance of the hearing aid. It should be and is quite ethical for an Optometrist to service the frame or temple provided by the hearing aid company in fulfill-

● Please turn to page 11

# FOR WANT OF FLAIR

by DAN MURRAY

To some of us who looked through Life magazine a week or so back, the vividness of the reportage on the Hungarian revolution could not help but strike home the point that pictures are today's best communication medium. Pictures oftentimes make or break a publication, no less true with optometry.

Taking a keen look at the publication you are reading now one can ask, where is the visual impact that pictures would create?; where is the eyecatching page? The pictures on these pages are the advertisements by the several optical companies. There is no doubt that they dominate the pages they are on. Looking at the various professional journal in the library it is found that the visual impact is totally lacking. The advertising is oftentimes superior to the copy.

If these publications did not have an immediate importance to us they would not be read, they are not attractive, they do not stimulate our attention, some are undeniably droll. They lack that certain flair that connotes good taste.

Many have never seen the art director's pointed pencil and sharp scissor, or undeniably they would visually be more appealing.

The good taste that you now have or can acquire may lead to the embellishments of these publications, no doubt someone from this college will be on the editorial boards of these publications. Thus, being in a position to thrust in some new ideas so that in the end the profession will have a higher standard as regards its publications.

Publicity for optometry in High Schools and Colleges needs the force that pictures can give it. The pamphlets on optometry to be found in public libraries are completely devoid of graphic material. To a young mind, mere words fade away within days, sometimes hours, graphics stay imprinted far longer. They add the feeling of participation, understanding, comprehension.

Daguerre on realizing what he had accomplished with his first picture of a rosebush bemoaned the fact that he had destroyed the art of painting. Photography did no such thing,

but rather opened the field of visual communication which today is paramount and should be put to the optometrist's use.

More graphics as well as better writing is the key to the betterment of these publications, your good taste can go a long way towards making our literature more readable and interesting.

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## BASKETBALL [Cont.]

Thursday, Nov. 29

Harvard Medical School  
(at Harvard Med.)

\*Wednesday, Dec. 5

Emerson College (at Boston Latin)

Thursday, Dec. 6

Harvard Medical School  
(at Harvard Med.)

\*Wednesday, Dec. 12

Newton Jr. College (at Boston Latin)

\*Tuesday, Feb. 5

Newton Jr. College (at Newton High))

\*Wednesday, Feb. 6

Babson Institute Freshmen  
(at Boston Latin)

\*Sunday, Feb. 10

Emerson College (at Boston Garden)

\*Monday, Feb. 11

Chamberlayne Jr. College

\*Wednesday, Feb. 20

Burdett College  
(at South End Boys Club)

\*Monday, Feb. 25

Babson Institute Freshmen (at Babson)

\*Wednesday, Feb. 27

Burdett College (at Boston Latin)

\* \* \* \*

One supervisor was telling another: "When I walk by the typists I feel like a piece of uranium approaching a battery of Geiger counters."

"What do you mean?"

"The closer I get, the faster they click!"

# FIRST YEAR ARTICLE

by DAN MURRAY

Routine has finally set its pall on the freshman class. The graduate school atmosphere has slowly seeped in. Orientation classes have begun to show their effect upon us as we dutifully sneer and let out a low hiss whenever we pass an optician's modest business establishment.

The first frat to court the incoming freshmen, POS, had an "acquaintance meeting" which was well attended by the class. Noticeably, some members of our class were not slouches when it came time for the refreshments, many a bulging cheek and clutching hand was in evidence. This followed a propaganda speech emanating from the frat prez, Jack McCauley, who let the boys know what the conglomeration of these intellectuals was all about.

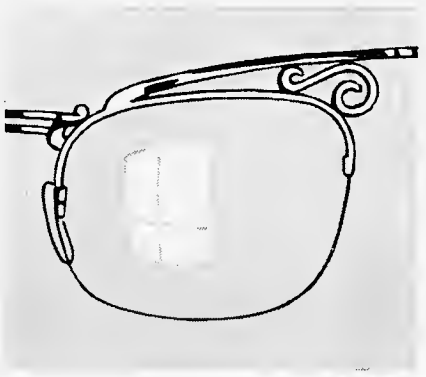
The first week saw many freshmen rushing about looking up sophs for advice about whether or not to drop a course. The week following saw many a pained expression as the ominous white letters were given out

at the front office. However, several were fortunate, as attested by Doc Hockstadt's class being presently reinforced by a formidable battery of freshmen intellectuals who no doubt are an asset.

The long awaited OEPhi smoker came due, myriads of freshmen poured into the hallowed hall of the Bruswick and proceeded to meet the frat brothers. The upper classmen were there in force, exuding charm and shoving cold cylindrical things into our hands. The evening's attraction proved almost as good as the jokes emanating from the master of ceremonies, remember the one about the "gypsy's earrings" Roger Thereault had his glasses replaced by two different types of cylinders. No doubt we all enjoyed this part of the show.

The week after POS held their smoker, where a highly interesting speaker held the audience in sway. This was a somewhat smaller affair but the flickers were held in esteem.

• Continued on page 11



*Gold-filled*

for the finest eyewear  
money can buy!



For details, ask  
either of the  
"service twins" in your area:  
your B&L wholesaler or  
B&L branch man.

Nothing suits frames and mountings like quality gold filled (1/10 12K). And no other gold filled has the quality, durability and styling of Bausch & Lomb. The popular fashion leader shown is "Spirelle"—in white or Arista.



# THIRD YEAR ARTICLE

by PETE PARESKY

Welcome aboard to the Freshman class and to the new Sophomore students among us. Congratulations to those in our class who took the marriage vows this past Summer. However, a few bachelors are still lingering or should we say malingering.

Wednesday afternoon finds us alertly straining at the leash, intently absorbing the Deans every word. We have a good looking group, although our heavy noontime meals have slightly decreased our mental capacity. Resolved . . . . . eat less Wednesday noon.

Jack Panjian and Seymour Ossip recently introduced new designs in blackboard writing in Dr. Bruce's Ocular Anatomy class. We were extremely fortunate to be able to gaze upon Dr. Hochstadt's coveted model of a human skull that was borrowed for Ocular Anatomy lecture. Anyone found man-handling the skull . . . well! The "bear" made it known this year that all students will appear on time for all classes, Sumner? By the way, who was looking for Dick Wiranis?

What happened at the clinic this year? What caused the explosive statements from the powers that be concerning our early departure time? Men, remember, we must wait for the bell, a conditioned reflex you know. Enough said on this matter.

It goes without saying, a professional student should look the part, So "Mister" you'd better dress accordingly. A certain instructors ties are once again overwhelming us this year, perhaps "Bop" Panjian can give windsor knot instructions between classes. Speaking of ties, our good Dr. Hochstadt suggests that our treasurer buy a few for some of the professional renegades among us.

We take this opportunity to welcome Mr. West to our faculty, our Histology instructor. His lectures have proven interesting and he possesses the knack of presenting a challenging exam from what we have observed at this point.

The Yankees did it again this year, Joe Strauss is mildly satisfied to say the least. Bob Bemis is preparing to assault the hockey puck once again this Winter, wonder who will clip

who? Basketball time is just around the corner. Suppose Dr. Kuhn will unravel a new 40 point per man by opening game. I understand that the Juniors make an excellent showing this year.

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## HEARING AIDS [Cont.]

ment of his professional obligations in performing a complete ophthalmic service, or in just dispensing the frame. A fee from the patient should be received for professional services only and the agency should receive compensation for the hearing aid material. This is a clear division of function of activity.

The violation of Resolution No. 4 jeopardizes the sound public relations established with teachers, psychologists, personnel of government bodies, citizens interested in social and health care, and the public in general.

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## First Year Article [Cont.]

The class elections were run off quite smoothly, the results being Joe Camalli—president, secretary is McNulty, treasurer—Bob Macbeth, student council representatives—Frank Rizzo and Roger Thereault.

At the time this is being written each frat seems to have a pretty good quota of the freshmen in tow and it seems that a few will not join the fraternities.

*Things to look forward to . . . the frat initiations, . . . no questions from Chris . . . Dr. Wekstein laughing . . . no Analytic quizzes . . . good jokes from Dr. Hockstadt . . . podiatry school . . . Vince Ianuzzi telling us all about what happened when he brought "Jeanie" home.*

\* \* \* \*

In a barbershop near the United Nations. "Barber Wanted—Must Be Able to Discuss International Situation Intelligently."

\* \* \* \*

Placard on back of newlyweds' car. 'Amateur Night'

## STYLING [Cont.]

woman had her glasses in her hand, and she was facing the dog saying, "I only wear glasses to rest my eyes. To the layman the cartoon was funny, but the comedy for the optometrist was not there since the tragedy in the situation was realized.

What optometric help has this patient really been giving? If glasses had been styled for her—glasses that made her feel attractive—how much greater would have been the service rendered. The vast majority of patients must rely at least part of the time on their glasses. Since it is obvious that they "throw away their glasses," an interest in the glasses themselves should be substituted. Styling is the answer.

Now, with styling of eyewear, optometrists can truthfully say to their patients, "Your glasses can be a definite asset to your appearance." More frequently than not, patients are more attractive when wearing glasses. This is especially true of older people. The glasses cover the wrinkles and circles around the eyes, thus giving a more youthful appearance to the face. This is the reason that rimless mountings that reveal harshness of the mature lines of the face should not be recommended unless lightness in weight of the frame is the prime consideration.

It is also true that patients with poorly proportioned faces look better with spectacles. With the proper selection of frame shape and style, facial balance can be created.

With styling of eyewear, patients have become more conscious of proper eye care. It is a well known fact that if a patient has a tooth missing in the back of his mouth he will not have it replaced as quickly as a front tooth that shows. In fact, today it is unusual to see anyone with a front tooth missing. People feel that this is such an important part of their appearance that they will not let it go unattended for any length of time.

This is starting to happen in optometry. Patients are more likely to return to the optometric office sooner if they feel their frame is no longer in style. In the past, the average patient returned once every five years to have his eyes checked. But, is there, for instance, any woman who has worn the same dress for five years?

Optometrists feel that at least a yearly

visual check-up is essential for maximum visual efficiency. However, people are procrastinators. They may not come in yearly unless their eyes are troubling them in some manner. With styling of eyewear, they are more likely to come in more often even though basically they want only a different frame or a pair of jeweled glasses.

Through styling of eyewear, patients will be given maximum visual efficiency. This will be accomplished in two ways: first, by enabling them to WANT to wear their attractive glasses, and second, by encouraging them to return yearly to the optometrist's office.

Patients understand styling of clothes, cars, furniture. Now they are beginning to understand styling of eyewear. Optometrists must be the leaders in this field. Patients must be satisfied in this phase of optometry in order that they will not look elsewhere for the visual help that should fall into the optometric professional sphere.

In the OEP series, the articles will cover techniques in all phases of cosmetic dispensing—color, shape, trims, age, personality, features, frame weight, size, business wear, casual wear, evening wear. These, as related to glasses, will be analyzed to enable optometrists to give their patients the best care available in the field of cosmetic eyewear.

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At a golf tournament, Bob Hope was wearing a Hawaiian shirt. A smart alec in the gallery tugged at the tails flapping around Hope's hips and yelled, "Hey, Bob! Your slip's showing."

Hope let the snicker subside, then casually looked the heckler over. "Yeah?" he said, "Well, so's your father's."

\* \* \* \*

Sign in Senator Lyndon Johnson's office: "You ain't learnin' nothin' when you're talkin'."

\* \* \* \*

"Somebody picked my pocket."

"What did he get?"

"Practice."

\* \* \* \*

Hostess: Our dog is just like one of the family.

Bored Visitor: Which one?

\* \* \* \*

Nothing ruins a man's memory for faces like a plunging neckline.



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